

Pre-Council Meeting – Final Minutes
February 1, 2021
6:30 PM

Present: *Derek Norton* *Tim Gould* *Lewis Wheaton*
 Susan Wilkinson *Austin Wagner* *Glenn Pickens*
 Charles “Corkey” Welch *Travis Lindley (By Phone)*

Also, Present: *Jeffrey Tucker (Assistant City Attorney)*

Staff: *Joe Bennett (Interim City Administrator), Penny Mocerri (Interim Assistant City Administrator), Rusty Martin (Community Development Director), Joey Staubes (Planner II, Community Development), Jennifer Bennett (Community Relations Director), and Tina M. Monaghan (Deputy City Clerk)*

Mayor Derek Norton called the February 1, 2021 Pre-Council Meeting to Order at 6:30 PM.

Review of the Agenda for the February 1, 2021 Mayor and Council Meeting

Mayor Norton opened the discussion by reviewing the items that would fall under the Mayoral Report. He asked Councilmember Lewis Wheaton to read aloud the proclamation in honor of Black History Month.

Community Development Director Rusty Martin reviewed the arborist contract agenda item. This is the same person we are currently using but under a different company.

Councilmember Susan Wilkinson had some questions regarding the bus shelter item on the agenda. She reviewed the information and would like more information and discussion to occur before it is voted on. There was not a lot of information on the digital signs. She would like details such as the size as well as pictures so that she would have a better idea of what to expect. As far as the exclusions for advertising, she wondered if that was the right thing to do. She would like to see churches be able to utilize the boards to advertise events such as plays.

Mayor Norton felt like staff needed to be trusted and that this was a good move for the city.

Councilmember Tim Gould stated that he is not a fan of billboards and asked if he could have some more information.

Interim Assistant City Administrator Penny Mocerri, who has been working on the project, provided some additional details. The electronic billboards are just like flat screen televisions. They will be similar in size to the poster advertisements that are on the shelters. These billboards have to meet the strict DOT requirements and restrictions. The only reason that electronic billboards were brought up were as a request of the city. These allow for more advertisements

because they are not a poster that can only be changed out every so often. Ms. Mocerri expressed the importance of moving forward with this. The only other company that bid was the company that the city was not happy with for 20 years. The paying advertisers are now left in a holding pattern, and city staff is having to handle trash at the shelters which is keeping them from completing assignments elsewhere.

Councilmember Travis Lindley stated that the reasons Ms. Mocerri provided made it seem like moving forward was the way to go.

Councilmember Wilkinson asked that staff make sure that the advertisements were in line with the city's sign ordinance. Mr. Martin said that he would work to make sure this was handled.

Councilmember Tim Gould requested that staff make sure there is an out in case problems were to arise.

Councilmember Welch, Chairperson of the Finance Committee, reiterated that as long as there is an appropriate out in the contract, that he is fine with moving forward.

Councilmember Wilkinson noted that moving forward she wanted to know who reviews the ads because at one time, Mayor and Council were the ones to do so. She wants a visual of the digital signs and she wants to see more space available for local advertising.

It was the consensus of most, including Mayor Norton, to move forward with the agenda item.

Mayor Norton adjourned the February 1, 2021 Pre-Council Meeting at 6:52 PM.